

**WHAT IS CLAIMED IS:**

1. A method of producing a lenticular novelty item interactively via the Internet, the method comprising the steps of:

transmitting a plurality of graphic images indicative of a plurality of predetermined theme choices from a server to a client device via the Internet;

receiving a theme identifier at the server from the client device via the Internet, the theme identifier identifying one of the plurality of predetermined theme choices, the identified theme including a foreground image and a background image;

receiving a digital image at the server from the client device via the Internet;

digitally combining at least a portion of the background image, at least a portion of the received digital image, and at least a portion of the foreground image to create a final composite image;

printing the final composite image to produce a printed image;

affixing a lenticular surface to the printed image to produce the lenticular novelty item;

receiving a shipping address at the server from the client device via the Internet; and

causing the lenticular novelty item to be shipped to the shipping address.

2. A method as defined in claim 1, further comprising the step of transmitting a graphical representation of the final composite image to the client device via the Internet.

5 3. A method as defined in claim 2, wherein the step of transmitting a graphical representation of the final composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the final composite image.

10 4. A method as defined in claim 1, wherein the step of digitally combining comprises the steps of:

retrieving a composite background image;

retrieving a composite foreground image;

15 deleting a portion of the composite background image to create a specialized background image, the portion of the composite background image deleted being dependant on the captured digital image;

deleting a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the composite foreground image; and

20 digitally combining the specialized background image, the specialized interior image, and the composite foreground image to create the final composite image.

5. A method as defined in claim 1, wherein the identified theme includes an interior image and the step of digitally combining comprises the step of interleaving the portion of the received digital image with the interior image.

6. A method as defined in claim 1, further comprising the step of printing a lenticular registration mark on the printed image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the printed image and axial positioning of the lenticular surface on the printed image.

7. A method as defined in claim 1, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.

8. An apparatus for producing a lenticular novelty item interactively via the Internet, the apparatus comprising:

a network receiver structured to receive a theme identifier and a digital image, the theme identifier identifying one of a plurality of predetermined themes;

a memory device operatively coupled to the network receiver, the memory device storing a foreground image, an interior image, and a background image associated with the identified theme;

an integration module operatively coupled to the network receiver and the memory module, the integration module being structured to combine at least a portion of the background image, at least a portion of the received digital image, at least a portion of the interior image, and at least a portion of the foreground image to create a final composite image; and

a printer driver operatively coupled to the integration module, the printer driver being structured to cause a printer to print the final composite image.

9. An apparatus as defined in claim 8, further comprising an interlacer structured to generate a composite background image and a composite foreground image.

10. An apparatus as defined in claim 9, wherein the interlacer is further structured to generate a composite interior image using the received digital image and the interior image stored in the memory device.

11. An apparatus as defined in claim 8, wherein the integration module is structured to:

retrieve a composite background image;

retrieve a composite foreground image;

delete a portion of the composite background image to create a specialized background image, the portion of the composite background image deleted being dependant on the received digital image;

delete a portion of the received digital image to create a specialized interior image, the portion of the received digital image deleted being dependant on the composite foreground image; and

5                   digitally combine the specialized background image, the specialized interior image, and the composite foreground image to create the final composite image.

12.     An apparatus as defined in claim 8, wherein the printer driver is structured to print a lenticular registration mark on the final composite image, the lenticular registration mark facilitating rotational positioning of the lenticular surface on the final composite image and axial positioning of the lenticular surface on the final composite image.

13.     An apparatus as defined in claim 8, further comprising a network transmitter operatively coupled to the integration module, the network transmitter being structured to transmit a graphical representation of the final composite image to a client device via the Internet.

14.     An apparatus as defined in claim 13, wherein the graphical representation of the final composite image comprises data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion.

15. A method of producing a lenticular novelty item  
interactively via the Internet, the method comprising the steps of:

generating a composite background image;

generating a composite foreground image;

5 receiving a digital image at a server from a client device via the  
Internet after the steps of generating the composite background image and  
the composite foreground image;

10 deleting a portion of the composite background image to create  
a specialized background image, the portion of the composite background  
image deleted being dependant on the received digital image;

15 deleting a portion of the received digital image to create a  
specialized digital image, the portion of the received digital image deleted  
being dependant on the composite foreground image;

20 digitally combining the specialized background image, the  
specialized digital image, and the composite foreground image to create a  
multiple composite image;

printing the multiple composite image to produce a printed  
image;

25 affixing a lenticular surface to the printed image to produce the  
lenticular novelty item;

receiving a shipping address at the server from the client device  
via the Internet; and

causing the lenticular novelty item to be shipped to the shipping  
address.

16. A method as defined in claim 15, further comprising the step of transmitting a graphical representation of the multiple composite image to the client device via the Internet.

5 17. A method as defined in claim 16, wherein the step of transmitting a graphical representation of the multiple composite image comprises the step of transmitting data indicative of a plurality of two dimensional frames sequenced to produce a three dimensional illusion representing the multiple composite image.

10 18. A method as defined in claim 15, further comprising the step of receiving a theme identifier, the theme identifier identifying one of the plurality of predetermined theme choices.

15 19. A method as defined in claim 18, wherein a theme identified by the theme identifier includes an interior image and further comprising the step of interleaving at least a portion of the received digital image with the interior image.

20 20. A method as defined in claim 18, wherein a theme identified by the theme identifier includes the composite background image and the composite foreground image.

25 21. A method as defined in claim 15, further comprising the step of printing a lenticular registration mark on the printed image, the

5                    22. A method as defined in claim 15, wherein the step of affixing a lenticular surface to the printed image comprises the step of affixing a lenticular surface including an adhesive material exposed by peeling back a cover layer.